

## AMENDMENTS TO THE CLAIMS

The claims in this listing will replace all prior versions, and listings, of claims in the application.

### LISTING OF CLAIMS

1. (Currently Amended) An e-commerce system, comprising:

a merchandise information distribution unit ~~having~~ comprising a merchandise information storage section that stores merchandise information ~~pieces~~ provided from a seller, and a merchandise information server that distributes the merchandise information ~~pieces~~ from said merchandise information storage section to a consumer;

a plurality of consumer terminals, each ~~having~~ comprising a storage section that stores a personal profile ~~with in~~ which various keywords contained in the merchandise information ~~pieces~~ and evaluation values corresponding to the keywords are registered, the evaluation values being learned in advance based on a preference of a consumer, and an information filtering section that ranks the merchandise information ~~pieces~~ distributed from said merchandise information server to match the preference of the consumer, based on the personal profile; and

a clearing unit that withdraws a charge of merchandise from an account designated by the consumer to pay to the seller when receiving an order for merchandise from either of said consumer terminals,

a first consumer terminal of said plurality of consumer terminals being configured to transfer distributed merchandise information to an information filtering section of a second consumer terminal of said plurality of consumer terminals, the information

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filtering section of the second consumer terminal ranking the transferred distributed merchandise information based on a personal profile stored in a storage section of the second consumer terminal, the first consumer terminal being configured to place an order for merchandise using the merchandise information ranked by the second consumer terminal

~~wherein an order for merchandise from the merchandise information pieces distributed to one of said consumer terminals that places an order for merchandise using said e-commerce system is placed using the personal profile stored in said storage section in another one of said consumer terminals.~~

2-3. (Canceled)

4. (Currently Amended) The e-commerce system according to claim 3 1, wherein ~~the one of said first consumer terminals has~~ terminal including a querying section that queries whether the utilization of the personal profile stored in said the storage section of the ~~another one of said second consumer terminals~~ terminal is permitted, said merchandise information distribution unit ~~has~~ comprising a managing section ~~which has that stores~~ utilization criteria registered therein of the personal profile stored in advance ~~in said the storage section of the another one of said second consumer terminals terminal, and which judges whether or not that determines whether~~ to permit the utilization of the personal profile stored in advance ~~in said the~~ storage section of the ~~another one of said second consumer terminals terminal~~ when receiving the query from said querying section, and when said managing section permits the utilization of the

personal profile stored in said storage section of the ~~another one of said~~ second consumer ~~terminals~~ terminal, the merchandise information ~~pieces~~ distributed to the first ~~one of said consumer terminals~~ terminal ~~are~~ is transferred to said information filtering section of the ~~another one of said~~ second consumer ~~terminals~~ terminal.

5. (Currently Amended) The e-commerce system according to claim 4, wherein when permitting the utilization of the personal profile stored in said storage section of the ~~another one of said~~ second consumer ~~terminals~~ terminal, said managing section notifies the ~~permission to said~~ clearing unit of the permission, and said clearing unit withdraws a utilization charge from the account designated by the consumer using the first ~~one of said consumer terminals~~ terminal, ~~while paying and pays~~ the utilization charge to another consumer that uses the ~~another one of said~~ second consumer ~~terminals~~ terminal and that provides the personal profile stored in the storage section of the second terminal.

6. (Currently Amended) The e-commerce system according to claim 2 1, wherein the first consumer terminal is configured to allow a ~~the~~ consumer that uses the first ~~one of said consumer terminals~~ terminal to designate a consumer who uses the second consumer terminal ~~is capable of designating the another consumer that has the~~ ~~personal profile stored in said storage section of the another one of said consumer~~ ~~terminal to rank the merchandise information pieces distributed from said merchandise~~ ~~information server~~.

7. (Currently Amended) The e-commerce system according to claim 6, wherein the ~~another consumer~~ consumer who uses the second consumer terminal is a celebrity.

8. (Currently Amended) The e-commerce system according to claim 1, wherein the various keywords contained in the merchandise information ~~pieces~~ include identification information of the seller.

9-25. (Canceled)

26. (New) A consumer terminal, comprising:

a storage section that stores a personal profile in which various keywords contained in merchandise information distributed from a merchandise information server and evaluation values corresponding to the keywords are registered, the evaluation values being learned in advance based on a preference of a consumer; and  
an information filtering section that ranks the distributed merchandise information distributed from the merchandise information server to match the preference of the consumer, based on the personal profile,

the consumer terminal being configured to transfer distributed merchandise information to an information filtering section of another consumer terminal, and place an order for merchandise using merchandise information transferred to the other consumer terminal and ranked by the other consumer terminal using a personal profile stored in a storage section of the other consumer terminal.

27. (New) The consumer terminal according to claim 26, further comprising a querying section that queries whether the utilization of the personal profile stored in the storage section of the other consumer terminal is permitted, wherein the merchandise information distributed is transferred to the information filtering section of the other consumer terminal when the utilization of the personal profile stored in the storage section of the other consumer terminal is permitted.

28. (New) The consumer terminal according to claim 26, wherein the consumer terminal is configured to allow a consumer that uses the terminal to designate a consumer who uses the other consumer terminal

29. (New) The consumer terminal according to claim 28, wherein the consumer who uses the other consumer terminal is a celebrity.

30. (New) An e-commerce method for distributing merchandise information provided from a seller to a plurality of consumers and receiving an order for merchandise from a consumer, comprising:

distributing merchandise information provided from a seller to a consumer terminal;

storing, in a first consumer terminal, a personal profile in which various keywords contained in merchandise information and evaluation values corresponding to the keywords are registered, the evaluation values being learned in advance based on a preference of a consumer;

ranking, by the first consumer terminal, the distributed merchandise information to match a preference of the consumer based on the personal profile;

transferring distributed merchandise information from the first consumer terminal to a second consumer terminal;

ranking, by the second consumer terminal, the transferred distributed merchandise information based on a personal profile stored in the second consumer terminal;

placing an order, by the first consumer terminal, for merchandise using the merchandise information ranked by the second consumer terminal; and

withdrawing a charge of merchandise from an account designated by the consumer to pay to a seller when receiving an order for merchandise from the first consumer terminal,

31. (New) The e-commerce method according to claim 30, further comprising: querying, by the first consumer terminal, whether the personal profile stored in the second consumer terminal is permitted to be utilized, and

transferring the merchandise information distributed to the first consumer terminal to the second consumer terminal when the personal profile stored in the second consumer terminal is permitted to be utilized.

32. (New) The e-commerce method according to claim 31, further comprising: providing notification of the permission when the personal profile stored in the second consumer terminal is permitted to be utilized, withdrawing a utilization charge

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from the account designated by the consumer using the first consumer terminal, and paying the utilization charge to another consumer who uses the second consumer terminal and provides the personal profile stored in the second terminal.

33. (New) The e-commerce method according to claim 30, further comprising:  
designating, by a user of the first consumer terminal, a consumer who uses the second consumer terminal.

34. (New) The e-commerce method according to claim 33, wherein the consumer who uses the second consumer terminal is a celebrity.